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### The Marketing of Global Entertainment through Brand Building

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# The Marketing of Global Entertainment through Brand Building



## Introduction

American artists have more opportunities and resources to market themselves on a global market versus international artists. Many international entertainers lack the capability to effectively market themselves to a global market and because of this most of them are unknown in the United States.

The observed problem is that there are issues with entertainers trying to expand their brand to a global market.

As these issues become more prominent, marketers and public relations specialists must find a way successfully market their client(s) on an international level in order to receive an increased number of profits. By expanding a brand internationally, the entertainer will have a strong and consistent brand culture.

## Branding

Global marketing consist of repetition: publicists and marketing specialists need to find out what works best for whom (country and client) and focus on the “right marketing/branding position and guidelines” for each client and stick with it. It's time to set the agenda!

- Position their global brand in a global structure
- Create guidelines for an effective international marketing strategy.



Jasmine RaeLynn Spence  
The Determined Optimist

## Strategic Marketing

Once the agenda is set to brand a entertainer to a global market, it's time to create the mindset of the audience. This step involves the planned behavior and attitudes of the segmented audience. It is important to know and understand the audience's opinions and ideas in order to obtain a higher return on investment (ROI) for the company and the entertainer.

The Theory of Planned Behavior(s) should now be considered! Linking beliefs and behaviors and how each action can have a dominate effect on an audience.

- Build a strong and consistent brand culture.
- Be borderless in your marketing.
- Build your client an international hub.
- Adopt a global structure.
- Make consumers/target audience co-creators of the brand.

## Audience Relationship

American music, celebrities and entertainers are well known in other countries and seem to have always been adored globally since the start of their career. They are able to tour the world and are immediately recognized by their talents.

Unlike many international celebrities, their music and talents are not well known in America. Pleasurably, a lot of international entertainers come to America first to obtain fame before going global. They have worked with a variety of American products, producers, public relations and marketing specialists to help them obtain a higher, more prominent level of notoriety.

Foreign markets should consider branding, strategic marketing, knowing their client, and maintaining a relationship that co-exists between their client and their targeted audience.

## Analysis & Conclusions

Alongside the traditional mass media industries ( print, recordings, cinema, radio and television) the internet (with the addition of cellular phones) is considered to be one of the most effective advertisement mediums.

In order to further push these mediums, The Social Presence Theory should be adopted; this creates an appropriate social presence of an entertainer to their distinguished fan base.

To improve and expand the entertainer's image, the marketing specialist should establish specific guidelines or measures for their client to be immediately seen, heard, noticed and recognized by their global fan base. A relationship with the target audience and the entertainer is key.

### Collective Strategies

Networking

Advertisement Campaigns

Social Media

Endorsements

Market/Brand Campaigns

Political Involvement

..many more!

### Audience Orientation

Ethnocentrism

Polycentrism

Regiocentrism

Geocentrism



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